

# INFORMATION LETTER

Not for Publication NATIONAL CANNERS ASSOCIATION For Members Only

No. 567

Washington, D. C.

September 7, 1935

## Advantage in Making Room Reservations Early

In the Association's circular letter of August 12th regarding hotel reservations for the annual convention next January it was stated that members, if they so desired, would be assigned the same rooms as they occupied at the last convention provided these rooms had not already been assigned by the hotel to permanent guests, and provided that the requests for reservations were received at the Association's office prior to October 1st.

Attention was called in the letter to the fact that an increased number of rooms are now reserved by the Stevens Hotel for its permanent guests, and that this fact combined with the growth in the Association's membership might result in a shortage of parlor suites and possibly bed-rooms.

Many canners have already sent in their requests for reservations. Others have failed to do so, including a number who last year occupied suites. Among those who have asked reservation are members who desire to make changes from last year's arrangements, some of whom desire suites.

*All members who have not filed their requests for reservations are earnestly urged to get them in promptly* so that the work of assigning rooms can be facilitated to the best advantage of the entire membership. Reservations for rooms made prior to October 1st may be cancelled later, if so desired.

## Association of Pacific Fisheries to Meet at Del Monte

The annual convention of the Association of Pacific Fisheries, it has been announced, will be held at Del Monte, California, on November 6th, 7th, and 8th.

## Tomato Crop and Pack Conditions

The following report of the condition of the tomato crop and the progress of the pack is based on telegraphic reports of conditions as of Friday, September 6th.

**TRI-STATES:** The tomato crop in the Tri-States has been very seriously damaged by one of the heaviest rainfalls on record. In many sections the crop is reported to be practically ruined. Precipi-

tation on the Eastern Shore of Maryland totaled 9.11 inches during Wednesday and Thursday. Packing in that territory is practically over.

**NEW YORK:** The early set of tomatoes is reported to be poor but later settings much better. Quality of the crop is unusually good. Some packers report yields of from 7 to 8½ tons per acre. A conservative estimate for the state, however, is about 7½ tons or possibly less. A great deal depends, however, on weather during the remainder of the season and on delay of frost.

**VIRGINIA:** Tomato crop in the Tidewater section has been seriously damaged by excessive rainfall during the last three or four days. In the central and Roanoke section the crop is reported to be good on the high lands, ranging down to poor on the lower flat land. Conditions for this section as a whole are estimated to be about 70 per cent of normal. The pack on the early acreage, which was about one-fifth of the total, was completed this week. The pack of the later plantings is now at its height and will be practically finished by September 20th. It is estimated that the pack to September 5th is about equal to the total of last year. The unusually heavy rainfall of last few days has caused considerable damage, the extent of which cannot be estimated at this time.

**INDIANA:** The peak of the tomato pack has passed in Indiana. In fact, some growers are returning hampers. Reports covering about 100,000 acres indicate an estimated yield of three tons per acre. Many canners report they will be practically finished packing by September 15th. A few sections, however, will operate until killing frost.

**OZARKS:** Reports from the Ozarks section indicate further declines in prospective yields, the estimate now being about 25 per cent of normal, and that estimate depends very largely on weather conditions during September and October. The pack of tomatoes to date has been very small in the Ozarks. Canners report that there will not be much more packing done until the latter part of September.

#### **Navy Seeks Bids on Canned Foods**

The Navy Department has given notice of proposed purchases of canned food for delivery at various East and West Coast points. Applications to bid should be mailed to the Bureau of Supplies and Accounts, Navy Department, Washington, D. C. The following list gives the items, the opening date, and the schedule number:

Pumpkin, October 22.....	Schedule 5908
Apple sauce, October 15.....	Schedule 5909
Salmon, October 15.....	Schedule 5913

### Progress of Shrimp Pack

	1935		1934	
	Aug. 22	Aug. 1	Aug. 23	Aug. 2
	Cases	Cases	Cases	Cases
East Coast .....	4,000	14,968	3,800	10,896
Alabama and Louisiana .....	61,418	99,979	43,881	117,382
Mississippi .....	13,925	14,425	8,190	20,156
Texas .....	4,768	4,768	2,500	4,011
Total .....	84,111	134,140	58,371	152,445

### New Pineapple Factory in Malaya

A new pineapple factory has recently been erected in Johore with a floor space of an acre and a half and giving employment to over two hundred Chinese, according to the American trade commissioner at Singapore. Owing to the lack of uniformity in the size of Malayan pineapples, no machinery has been installed for cutting and the work is done by hand. This company makes its own cans. The company has an estate of 4,000 acres planted with pineapples and this ensures a regular supply of fruit.

### Census Bureau Begins Preliminary Work on Three Projects

The Bureau of the Census of the Department of Commerce has launched preliminary work preparatory to conducting three important census projects.

A census of business enterprises is the major project, involving enumeration on a nation-wide scale. Another project is the compilation of a card index system from which a list of those eligible for old-age pensions can be secured. The third project is a retail trade survey, supplementing existing business information.

The actual canvass will begin on January 2, 1936, and will cover all business activities except agriculture and manufacturing, on which data are already available in the Census Bureau. The enumerators will obtain basic information relating to the kind and type of business establishments, employment, pay rolls, receipts, etc. The schedule forms are now in course of preparation. This census will complete the Bureau's detailed picture of the diversified business enterprises of the country. It is estimated that the field enumeration and office compilation of results will require from six months to a year.

The third census will be a survey of retail trade by selected areas. These data will supplement current information on chain stores and large independent outfits, in order to determine more accurately the trend of retail distributions. This phase of enumeration is largely experimental, and if successful, will provide an economical way for

rounding out current information on retail distribution between the times of the proposed decennial retail distribution census. Information will be requested of specified establishments on employment for the month of June, 1933 and 1935, and on pay rolls and net sales for the month of June, 1934 and 1935. The plan calls for the enumeration of approximately 280,000 retail establishments in 17 large cities and 258 small cities of from 2,500 to 10,000 population.

#### **Review of Legislation Sent to Canners**

The Association has mailed to all canners a bulletin giving a general review of the legislation of interest to canners during the recent session of Congress. This review includes the analysis of the Social Security Act which was printed in last week's INFORMATION LETTER. Members who desire additional copies of the review can obtain them upon request to the Association's headquarters.

#### **Report Published on Razor Clam Fishery**

The condition of the razor clam fishery in the vicinity of Cordova, Alaska, is reported in a bulletin (Investigational Report No. 29) recently issued by the U. S. Bureau of Fisheries. Copies of this 16-page report are sold by the Superintendent of Documents, Washington, D. C., at five cents each.

#### **Compilation of A. A. A. Amendments**

The Agricultural Adjustment Administration has issued a pamphlet entitled "Compilation of Agricultural Adjustment Act as Amended and Acts Relating Thereto" as of August 27, 1935, prepared under the direction of the solicitor. This compilation includes, of course, the provisions of the amendments to the Agricultural Adjustment Act adopted at the recent session of Congress. Copies of the pamphlet may be obtained from the Superintendent of Documents, Washington, D. C., at ten cents each.

#### **Have You Reported on Membership Listing?**

A great majority of the Association's members have already responded to the request for information as to the listing they desire in the annual Membership List.

Prompt publication of the Membership List, which is widely distributed and is therefore of direct advantage to the Association's members, will be possible only if those who have not returned the postal card form do so at once.

If you have not reported and have mislaid the postal card form, please so advise the Association and another will be sent you.

**Fish Canning Industry in Chosen**

According to statistics released by the Government General of Chosen, forwarded by the American consulate at Seoul, 74 canneries were in operation in that country in 1934. These canneries had a total output of 233,558 cases valued at 2,115,200 yen, as compared with 176,018 cases valued at 1,472,800 yen in 1933. Tomato sardines and crabs are the principal Korean canned marine products entering into international trade, and the production of these commodities during 1934 was valued as follows: Tomato sardines, 136,700 cases valued at 840,000 yen; canned crab, 28,700 cases valued at 410,000 yen.

Other canned marine products of Chosen, valued at 865,200 yen, consist of fish and shell-fish canned or preserved in soy sauce or in other ways, designed primarily for domestic or Japanese consumption. Tomato sardines and canned crabs are mainly for export. Due to increased demand for Korean tomato sardines abroad, especially in Malaysia, manufacturers anticipate an output of approximately 240,000 cases during the current year. Although direct exports of sardines to foreign countries fell off in 1934, the loss was more than made up by indirect exports through Japan.

Due to expanded export markets, better prices, and the discovery of new crab grounds off the east coast, greatly increased canning of Korean crabs during 1935 is anticipated and several canneries are enlarging their capacity.

In May, 1934, the Japan Marine Products Industrial Company began operation of its newly completed plant at Genzan on the Japan Sea, for the smoking and canning in oil of oysters from the well-known Genzan oyster grounds. This plant employs fifty persons and has a daily capacity of 3,500 tins. The entire 1934 output was sold to the Mitsui Bussan Kaisha and the Nozaki Shoten of Yokohama for export to the United States and Europe. It is reported that these tinned oysters were finding a ready sale in oversea markets, and plans were made to increase the daily capacity to 5,000 tins during 1935.

**Circular Issued on Canned Fruit and Vegetable Grading Service**

The Bureau of Agricultural Economics has issued a circular letter to canners, brokers, public warehousemen and brokers relative to its service for sampling and grading canned fruits and vegetables, including a list of the inspection offices through which this service can be arranged.

The circular points out that the grading is on a service basis—is not mandatory—and is on a fee basis. It also emphasizes the value of the official certificates of grade, first, as documentary evidence to

accompany warehouse receipts in financing operations, and secondly, as proof of grade to accompany shipping documents in making delivery to distributors.

### Weather Conditions

District	Week ended		Week ended		Week ended	
	Aug. 27, 1935	Rain	Sept. 3, 1935	Rain	Sept. 4, 1934	Rain
Maine .....	67	1.0	63	.6	60	.3
Western New York.....	66	.1	61	.1	61	.5
Tri-States .....	74	.8	68	.0	67	.8
South Central Ohio.....	72	.0	62	.9	68	.0
Central Indiana.....	72	.0	64	1.7	68	.2
Central Illinois.....	73	.2	59	1.5	67	2.4
Northern Illinois, Southern Wisconsin.....	68	.0	58	.1	65	1.2
Southern Minnesota.....	69	.2	56	.1	64	1.0
Northern Colorado.....	72	1.0	65	.0	68	.1
Northern Utah.....	77	.1	75	.0	72	.6
Northwestern Washington.....	65	.0	68	.2	65	.0
Southeastern Washington.....	73	.0	79	.0	76	.0

### Hearing Date Set on Alaska Fisheries Bill

Hearings on the Dimond bill (H. R. 8213) and the Sirovich bill (H. R. 4254) to prohibit the use of traps, weirs, and pound nets and otherwise regulate fishing in the waters of Alaska will begin before the House Merchant Marine Committee on January 15, 1936, according to an announcement by Chairman Bland.

Notice of the hearings has been given thus early in order that residents of Alaska desiring to be heard may have time to arrange for attendance. The Committee will receive written statements from those not able or not desiring to attend personally, these statements to be filed with the Committee not later than January 16th.

The two bills are similar in prohibiting the use of fixed or floating traps and pound nets, the operation of boats longer than 50 feet, and the use of purse seines over 200 fathoms long or 250 meshes deep or less than 90 fathoms long or 90 meshes deep.

The Dimond bill provides that the new regulations would be effective January 1, 1937, the Sirovich bill on January 1, 1936.

The Dimond bill has a further provision that after January 1, 1937, "no person shall fish or take salmon by or with a seine in the waters of the Territory of Alaska unless such person is a resident, as hereinafter defined, of said Territory. For the purposes of this Act only a citizen of the United States who has been domiciled in the Territory of Alaska not less than one year for the purpose of making his permanent home therein, or a foreign-born person, not a citizen of the United States, who has declared his intention to become a citizen of the United States, and has been domiciled in the Territory of Alaska for a like period and purpose, and none other, shall be considered a

resident; but if such foreign-born person shall not have been admitted to citizenship within seven years of the date he declared his first intention to become a citizen, he shall thereafter be deemed to be a non-resident until admitted to citizenship; and a foreign-born person, not a citizen of the United States, who has not declared his intention to become a citizen of the United States, or who has not resided within the Territory for at least one year after having declared such intention, shall not be considered a resident, within the purview of this Act."

### Fruit and Vegetable Market Competition

CARROT SHIPMENTS AS REPORTED BY THE BUREAU OF AGRICULTURAL ECONOMICS, DEPARTMENT OF AGRICULTURE

Commodity	Week ending		Total for season	
	Aug. 31 1934	Aug. 24 1935	through Aug. 31 1934	1935
<b>Vegetables:</b>				
Beans, snap and lima.....	16	10	19	12,375 9,400
Tomatoes .....	179	193	93	20,944 18,965
Green peas .....	142	244	216	5,500 6,155
Spinach .....	6	3	2	7,712 5,409
<b>All other vegetables:</b>				
Domestic, competing directly	1,960	2,312	2,072	115,423 104,981
Imports, competing indirectly	15	3	0	25 3
<b>Fruits:</b>				
Citrus, domestic .....	225	395	1,849	44,714 53,107
Imports .....	51	32	30	112 91
Others, domestic .....	4,743	7,211	4,096	125,426 121,974

### Plans for Administering Potato Control Act

The Agricultural Adjustment Administration has announced that administration of the Potato Control Act will be under the immediate supervision of the director of the division of tobacco, sugar, rice and peanuts. At the direction of the Administrator of the Agricultural Adjustment Act, steps have already been taken to assemble data and establish administrative machinery necessary for operation of the Act. Proposals to remove surpluses and to adjust acreage through contracts and all other suggestions will be carefully considered before the formulation of a program to carry out the Potato Control Act. The Administrator states that the growers themselves are depended upon to aid in the drafting and execution of a plan which will carry out the aims of the legislation.

The Act proposes the levying of a tax upon all potatoes sold in excess of a national sales allotment for potatoes. Its passage by Congress followed two years of heavy production and low prices to commercial growers of the product. It is a matter of record that potato growers as a whole have received larger total incomes in the past during years of medium or even short production than they did

in seasons of heavy production. It is estimated that under prevailing demand conditions, potato producers in the United States might expect to receive approximately \$72,000,000 more for a total crop of 340,000,000 bushels than for 400,000,000 bushels. By the terms of the Act, the allotment year for potatoes is the 12-month period beginning December 1 and ending November 30. The first allotment year begins December 1, 1935.

#### **Check Sheet on Production and Marketing Plans**

To aid manufacturers in planning the production and introduction of new consumer products, the Research and Service Division of the Bureau of Foreign and Domestic Commerce has just issued a report furnishing a check-sheet which covers the basic questions involved in the planning, production, and marketing of new merchandise.

Copies of the report, known as Market Research Series No. 7, are available from the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, or through any of the Bureau's district offices located in principal cities throughout the country, at five cents each.

#### **The Consumer, with a Difference**

Most canners know or have heard about Consumers' Research, Inc., which in the last two or three years has been so diligent and vocal in its criticism of industry, advertising, business, government, and the social order in general. Hence, canners will appreciate the following editorial that appeared in the September 6th issue of the *New York Herald Tribune*:

"Those who have been awed by the sterling purity of purpose, the sea-green incorruptibility and stern, unbending devotion to the common man of Consumers' Research, Inc., will be shocked to learn that there is war in Washington, N. J., dissension in that righteous heaven. There is, in short, a strike there. It is rather odd. The devoted workers in the laboratories, who have spent long hours testing the arsenic upon the apple or the tensile strengths of bed sheets in order to warn consumers against the wiles of manufacturer and advertiser, have walked out. They, like other workers, apparently prefer that the hours should be less long or the pay more abundant; in their own affairs, in other words, they are less interested in reducing what they spend as consumers than in increasing what they make as producers. Thus, in the very temple of Consumption itself, Production raises its horrid and rather awkward head. Every one of us, of course, consumes. But the calling of a strike against Consumers' Research is confirmation of the doubts as to whether there has ever been, except in the

fleeting moments of outrage over some particularly flagrant gyp, such a thing as The Consumer.

"This makes it a bit difficult for Consumers' Research, because the existence and future of that upright organization rest upon the assumption that the consumer is a vital concept in the lives of millions. In theory, of course, it makes no difference whether prices go down by a certain percentage or wages rise by a similar amount. One should be just as angry at being charged 10 per cent more than some article is really worth as at being docked 10 per cent in the pay envelope. But one very seldom is. It should be a sufficient answer to the present strikers to tell them to boycott their grocer for lower prices, not their employer for better wages. But it won't be. Americans are incurably producer rather than consumer minded. Now, as the friend of the people in their capacity as consumers, it is right for Consumers' Research to resist wage demands which might increase the cost of their service; but the people think of themselves first as wage earners, and no friend of the people can adopt a harsh labor policy! Such are the dilemmas of perfectionists."

#### **All Blue Eagle Reproduction Authorizations Cancelled**

The National Recovery Administration on September 5th issued an administrative order cancelling all authorizations for the reproduction of the Blue Eagle insignia. The text of the order follows:

"Determination has been made by the National Recovery Administration that further reproduction of any Blue Eagle Insignia or emblem would be contrary to the policy of the National Recovery Administration.

"Accordingly, all reproduction authorizations heretofore issued by the National Recovery Administration are hereby cancelled. Hereafter, no one shall reproduce either for his own use or for the use of another any Blue Eagle Insignia or emblem issued, adopted, or approved by the National Recovery Administration or any label bearing any such Blue Eagle Insignia or emblem. All such Insignia or emblems are the property of the Government of the United States and are protected by United States Design Patent Number 90793½."

#### **Unfair Advertising Charged in Complaint**

Unfair competition through disparagement of the food products of their clients' competitors is alleged in a complaint issued by the Federal Trade Commission against Daniel R. Hodgdon and National Food Bureau, Inc., both of New York City. These respondents are engaged in promoting the sale of food articles by advertising on the radio and in newspapers, books and pamphlets.

Promoting the sale of a peanut oil sold under a trade name, the respondents are said to have alleged in their radio and other advertising that other vegetable oils sold in open competition are inferior. The complaint points out that the respondents asserted that the market was flooded with food concoctions, dietetical monstrosities and cheap glucose-filled candies, also cottonseed oil and stearic acid salad oils.

These and other assertions are said by the complaint to be false and misleading and tend to disparage and defame the products of competitors, which products are not dietetical monstrosities and are not as otherwise described by the respondents. The respondents are given until October 4th to show cause why an order to cease and desist from the representations alleged should not be issued.

#### **Kellogg Succeeds Marbut as Soil Survey Chief**

Dr. Charles E. Kellogg has been appointed principal soil scientist and chief of the soil survey division of the Bureau of Chemistry and Soils, United States Department of Agriculture. He succeeds Dr. Curtis F. Marbut, who died on August 25th at Harbin, Manchuria.

#### **Tolley to Leave the A.A.A.**

While not yet officially announced, it is understood that Dr. H. R. Tolley, who has been serving as assistant administrator and director of the Program Planning Division of the Agricultural Adjustment Administration, will return in October to his former position as director of the Gianinni Foundation for Agricultural Economics at the University of California, Berkeley.

#### **Japanese Competition Keen in the Philippines**

Sardine imports from the United States fell off during July but the Japanese product entered in good volume at unchanged prices, according to the American trade commissioner at Manila. According to ship's manifests July imports of sardines from the United States amounted to 3,300 cases and imports from Japan amounted to 10,800 cases. Little American salmon or mackerel is available. Imports from Japan during the month amounted to 1,200 cases of salmon and 2,700 cases of mackerel.

Imports of prepared silk products during July, 1935, amounted to 17,700 cases of condensed; 40,700 cases of evaporated, and 1,600 cases of sterilized milk. Japan is renewing the struggle for a larger share of the market. Imports of Japanese condensed milk constituted about 25 per cent of the total and even evaporated, in which Japan had not previously been able to make much headway, amounted to about 10

per cent. Large imports are apparently in preparation for a sales campaign by one of the principal brands, in connection with which a prize contest has just been announced. Stocks are fairly heavy with prices unchanged.

### Hurricane Damage to Florida Crops

Crop damage by the recent hurricane in Florida has not yet been definitely determined, according to telegraphic advices to the Bureau of Agricultural Economics.

In Dade County the avocado crop losses may reach 75 per cent.

Early reports indicate that heaviest damage to citrus crops occurred in Pinellas, Lee, Manatee, and Dade counties. The total loss to the grapefruit crop for the entire State is probably less than 10 per cent, with heaviest losses reported as occurring in Pinellas and Manatee counties, where early reports indicate probable losses up to 50 per cent of the crop.

The damage to the Florida orange crop appears to be confined to crop losses ranging around 10 per cent in the few counties that were in the path of the hurricane. This will probably lower only slightly the State's total orange crop prospects, as the main orange belt was not seriously affected.

Damage to commercial truck crops is probably light, although some tomato seed beds in the above mentioned counties were severely damaged.

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